

Lisabeth Fauble

SEO Content Writer/Editor

Elizabethton, TN

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[Travel Writing Portfolio](#)

[Static Media Portfolio](#)

Work Experience

SEO Writer/Editor

Static Media, Outrigger Resorts, USA Today Travel Tips, Smarter Travel, Apollo Press, Leaf Group, 2015 - current

Experienced SEO Writer/Editor creating optimized and engaging content to improve search engine visibility and drive organic traffic.

- Created and published original travel content, including blogs, news articles, travel guides, case studies, and web pages, reaching a readership of 50k+ monthly.
- Edited, proofed, and optimized new and existing content to ensure accuracy, value, engagement, and SEO best practices, resulting in a 20% increase in blog traffic.
- Performed keyword research to ensure a competitive advantage.
- Ensured 100% of copy and content adhered to quality standards and brand guidelines.

Content Marketer/Administrative Assistant

JLL Commercial Property Management, 2019 - 2020

Versatile Content Marketer/Administrative Assistant with expertise in developing engaging content strategies and providing efficient administrative support to ensure seamless operations.

- Assisted with planning and managing content calendars using Sprout to schedule content one week in advance.
- Monitored Top 10 trending topics, national markets, and local competitors to help advance content strategy.

- Collaborated with 33 other departments and vendors to ensure a cohesive content strategy.
- Created, scheduled, and posted social media content, emails, press releases, and event notices to increase website and social media traffic by 33%, leading to a 2 - 4% increase in on-site sales month over month.

Project Manager

Hughes Homes, LLC, 2005 - 2011

Accomplished Project Manager versed in supervising residential construction projects. Ensured successful execution, timely completion, and adherence to quality standards and budgetary constraints.

- Collaborated with 10 departments to promote effective communication, manage resources, and promptly resolve issues.
- Tracked project progress, monitored key performance indicators, and implemented risk management strategies to ensure project success.
- Led and motivated cross-functional teams to maximize productivity and meet 100% of project deliverables.

Skills

- 7 years of content writing & editing experience
- Advanced WordPress knowledge
- Highly organized and detail-oriented
- Self-motivated, creative, lifelong learner
- Versatile, flexible, and eager to work within a dynamic environment
- Experience with basic HTML code
- Familiarity with Ahrefs, Google Search Console, Google Analytics, Google Trends
- Experience with Google Workspace - Gmail, Docs, Drive
- Experience with Email, Social Media (Facebook, Instagram, YouTube, TikTok, Sprout), PPC
- Solid Content Marketing skills
- Asana, Slack, Trello, Looper, Sprout, MailChimp, Yoast

Education

Master of Arts, Musicology and Ethnomusicology

Prescott College 2016

Bachelor of Arts, Communications

Prescott College 2013